

Store Mapper Refresher

Practice downloading reports.

1. Navigate to mapping.countertools.org/iowa
2. Download three reports.
 - a. Click the “Get a report” button in the dialog box
 - b. Select the “Area of Interest Report” section
 - c. Select “Retailers and Density” from the “Select a Report Type” dropdown
 - d. Select “County Boundaries” from the first “Select the area to report” dropdown
 - e. Select “Dubuque County” from the next dropdown
 - f. Keep the default “Entire State” selected from the dropdown under “Select the second area for comparison”
 - g. Leave the two boxes checked
 - h. Click “Generate Report”
 - i. Repeat steps c-h two more times, changing “Retailers and Density” to “Policy, Pharmacy” and “Policy, Near Schools and/or Parks”



Key steps for finding your story:

Focus on a geographic area.

Investigate spatial trends.

Note demographic changes.

Demonstrate actionable solutions.

Use the reports you previously downloaded to complete the following questions about Dubuque County.

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Focus on a geographic area.

You work for a tobacco coalition in Dubuque County. Let's look for a story there.

Investigate spatial trends.

How many total retailers are in Dubuque County?

_____ 114

This information can be found on the first page in any report.

Look in the "Retailers and Density" report for the row "Number of Retailers."

Look in the "Retailers Near Schools and/or Parks" or "Policy Tester: Pharmacies" report for the row "Total Retailers."

Is the density of retailers lower or higher than the state overall?

_____ higher _____

On the "Retailer & Density Report," look for the row "Number of Retailers per 1,000 Population" and compare the county to the state.

Note demographic changes.

Your organization is particularly focused on rates of smoking in low-income households and the impact of tobacco retailers in their neighborhoods. Look at the reports and describe the trends in tobacco retailer density by income. What is the density of retailers in the lowest income bracket?

_____ The highest retailer density is in the lowest income bracket (2.6). _____

In the "Retailer & Density Report," go to the page labeled with "Retailers Count and Density by Demographic" in a blue bar. Under "Median Household Income," compare the densities in the "Retailers Per 1K" column. Q1 is the lowest income bracket.

Demonstrate actionable solutions.

How many and what percentage of all retailers would be impacted by the two types of policy change (retailers near schools/parks and retailers that have pharmacy counters)?

Number and percentage of retailers within 1000' of schools and parks:

_____ 56 (49%)

Number and percentage of retailers which are pharmacies:

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7 (6%)

Based on this information, which of these two policies would have the greatest impact?

Retailers near schools and parks

For number and percentage of retailers within 1000' of schools and parks:
Go to the Retailers Near Schools and/or Parks Report. On the Left hand side, find "Policy Tester: Retailers Near Schools and Parks" and follow across the row for "Within 1000 feet" to find the number of retailers and percentage of the total retailers impacted by the policy.

For number and percentage of retailers with pharmacy counters:
Go to the "Policy Tester: Pharmacies" Report, and follow across the row for "Number of Pharmacy-retailers" and "Percent of Retailers Which are Pharmacies."

For the policy that you selected in the last question, compare the impact of the policy across different incomes. Which income bracket will see the greatest change in retailer density?

Retailer density will decrease across the board, and the lowest income brackets will see the greatest decrease in density.

In the "Retailers Near Schools and/or Parks" report, look at the page labeled with "Demographic Analysis" in the blue bar. Find the section at the bottom of the page labeled "Median Household Income." Look at the "Percent in 1000" column and compare across income groups before and after the ban. Remember that the lowest income group is Q1.

BONUS:

What percentage of retailers are within 1000' of schools and parks in areas with the highest youth populations?

The greatest percentage of retailers that are also schools and parks is in the areas with the greatest percentage of youth populations (67%).

In the "Retailers Near Schools and/or Parks" report, look at the page labeled with "Retailers Within 1000 feet of Parks and Schools By Demographic" in the blue bar.

Find the third section labeled "Percent Age 0-17." Look at the percentage for Q5 (areas with the highest percentage of youth populations).